Claims

1.   A method for adjusting a rating score of a rating group of consumers for an

individual media property, the method including the following steps:

- providing a database including a group of consumers, the database including data

5   variables for each consumer;

- selecting from said group, a sub-group of consumers;

- gathering data pertaining to each member of the sub-group, the data including data

relating to non-database variables of said members, the non-database variables being

different than the variables contained in the database;

10   • calculating a profitability score in relation to a product or service for each member of the

sub-group based on the data;

- calculating a statistical relationship between the profitability score of members of the

sub-group and the variables contained in said database of said members of the sub-

group;

15   • identifying variables contained in said database that are predictive of consumer

profitability for the product or service based on a strength of the statistical relationship

between said variables contained in said database and said profitability score;

- selecting from said group of consumers a target group of consumers having the variables contained in said database that are predictive of consumer profitability for the product or service;

- gathering data relating to a consumption of the individual media property from members of the target group;

- creating a profitability index in relation to said individual media property based on the data relating to a consumption of an individual media property from members of the target group;

- providing a rating group of individuals having a rating score for the individual media property based on conventional media rating methods; and

- applying said profitability index to the conventional rating for said rating group to provide a rating score of the rating group for the individual media property.

2.   A method according to claim 1 wherein the profitability index is created by calculating a ratio of a consumption of the individual media property by members of the sub group who are projected to be profitable to a consumption of the individual media property by a randomly selected group of consumers.

3.   A method according to claim 1 further including the step of filtering the members of the target group for consumer profitability.

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4.   A method according to claim 3 wherein the filtering of the members of the target group is carried out by administering a questionnaire.

5.   A method according to claim 4 wherein the data pertaining to the members of the target group is behavioural data.

6.   A method according to claim 5 wherein the behavioural data of members of the target group includes data relating to entertainment consumption of the members of the target group.

7.   A method according to claim 1 wherein the individual media property is selected from the group consisting of television shows, movies, radio programs, internet sites, magazines, newspapers, sporting events, music concerts, billboards, advertising catalogues, advertising flyers.

8.   A system for adjusting a rating score of a rating group of consumers for an individual media property, the system comprising:

- a database including a group of consumers, the database including data variables for each consumer;

- means for selecting from said group, a sub-group of consumers;

- means for gathering data pertaining to each member of the sub-group, the data relating to non-database variables of said members, the non-database variables being different than the variables contained in the database;

- means for calculating a profitability score in relation to a product or service for each

5   member of the sub-group based on the data;

- means for calculating a statistical relationship between the profitability score of members of the sub-group and the variables contained in said database of said members of the sub-group;

- means for identifying variables contained in said database that are predictive of

10   consumer profitability based on the strength of the statistical relationship between said variables contained in said database and said profitability score;

- means for selecting from said group of consumers a target group of consumers having the variables that are predictive of consumer profitability for the product or service;

- means for gathering data relating to a consumption of the individual media property

15   from members of the target group;

- means for creating a profitability index in relation to said individual media property based on the data relating to the consumption of an individual media property from members of the target group; and

• means for applying said profitability index to a rating group of individuals having a rating score for the individual media property based on conventional media rating methods to provide a rating score of the rating group for the individual media property.

9.   A system according to claim 8 wherein the profitability index is created by calculating a ratio of a consumption of the individual media property by members of the sub group who are projected to be profitable to a consumption of the individual media property by a randomly selected group of consumers.

10.   A system according to claim 8 further including means for filtering the target group for consumer profitability.

11.   A system according to claim 10 wherein the means for filtering of the members of the target group is a questionnaire.

12.   A system according to claim 8 wherein the data pertaining to the members of the target group is behavioural data.

13.   A system according to claim 12 wherein the behavioural data of members of the target group includes data relating to entertainment consumption of the members of the target group.

14.   A system according to claim 8 wherein the individual media property is selected from the group consisting of television shows, movies, radio programs, internet sites,

magazines, newspapers, sporting events, music concerts, billboards, advertising catalogues, advertising flyers.